

# COMMUNICATION OPPORTUNITIES IN COLOUR COSMETICS – THAI CONSUMER – 2023

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A Mintel Analyst, Global Analyst



# Communication Opportunities In Colour Cosmetics - Thai Consumer - 2023

## This report looks at the following areas:

- The trends impacting the colour cosmetics category in Thailand
- Social media usage behaviours
- Types of online content that consumers engage with
- Attitudes towards colour cosmetics products

## Overview

The colour cosmetics sector is incredibly dynamic, influenced by rapidly changing trends in other categories, such as fashion and lifestyle. Consequently, brand loyalty in the colour cosmetics realm is limited: consumers eagerly adopt trends and readily embrace popular products and brands currently making waves, often led by social media. **48%** of Thai consumers\* mostly use the same makeup brands but occasionally experiment with new ones.

Every generation exhibits distinct preferences and requirements and varying levels of engagement when it comes to colour cosmetics. Gen Z exhibits a growing interest in makeup at a university age, a stage at which they begin to develop makeup skills and increase product usage. Brands can guide these novice Gen Zers into becoming enthusiastic makeup users through educational and empowering communication.



Aside from product performance, consumers are expecting brands to deliver on emotional values such as entertainment or empowerment.

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Colour cosmetic brands can further engage Millennials – already enthusiastic about makeup – by using entertainment to boost emotional appeal. Millennial consumers appreciate 'shoppertainment' and consume beauty content as a form of entertainment.

Colour cosmetics can leverage emerging positive ageing trends to connect with Gen X and entice them back into the colour cosmetics category. Brands can employ empowering messages about positive ageing and launch hybrid skincare/makeup products, facilitating a seamless transition to adoption.

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# Report Content

## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- The outlook of the colour cosmetics market in Thailand
- Retaining loyal consumers may present a challenge for colour cosmetic brands
  - Graph 1: makeup brand loyalty, 2023\*
- Guide Gen Z makeup newbies into glam
- Millennials want to keep up with colour cosmetics trends
- Reconnect with Gen X by offering makeup that promotes healthy skin

## KEY TRENDS

- What you need to know

### The Thai colour cosmetics category is hyper-engaging, but it is losing consumer loyalty

- Retaining loyal consumers can be challenging for colour cosmetic brands
  - Graph 2: makeup brand loyalty, 2023\*
- The pandemic has digitalised the way Thai consumers shop and receive information
- Beauty and personal care is the most popular category in Thai ecommerce
  - Graph 3: consumers who are likely to shop online more in the next six months compared to the last six months, by product category, 2023

### Hybrid skincare/makeup products continue to trend as part of the pandemic's legacy

- The colour cosmetics market is expected to recover to its pre-COVID-19 value
  - Graph 4: colour cosmetics market value, 2019-27
- Hybrid skincare/makeup continues to grow post-pandemic
  - Graph 5: launches in colour cosmetics that mention 'skincare', 2018-23
- Face and lip makeup with skincare claims continues to grow
  - Graph 6: launches in colour cosmetics with skincare claims by sub-category, 2018-23
- Tighter budgets and the quest for healthy skin boost the appeal of skincare-infused cosmetics

### Beauty brands are empowering consumers

- Lead with values to appeal to Gen Z
- Influential print media promotes positive ageing

- Consumers of all ages can be trendy
- Normalise ageing through social media

## WHAT CONSUMERS WANT AND WHY

- What you need to know

## GEN Z

- Getting to know Gen Z
- Gen Zers are beginning to wear makeup to university
- Lip makeup is essential for school day looks
  - Graph 7: consumers that use lip makeup more than once a day, Gen Z vs all consumers, 2023
- Offer tinted lip makeup to Gen Zers for school days
  - Graph 8: launches in lip makeup by formats and texture, 2018-23
- White space for Gen Zers' everyday natural skin coverage
  - Graph 9: tinted moisturiser usage, 2023
- Promote tinted moisturiser that offers natural coverage for school days
- Offer Gen Z tinted lip makeup for school days
- Gen Z express themselves more on non-school days
  - Graph 10: consumers using select makeup products once a week or less, 2023
- Beauty-engaged Gen Zers like informative content
  - Graph 11: types of beauty content engagement, all Gen Zers vs Gen Zers engaged with three types of content, 2023
- More Gen Zers lean towards Western celebrities
  - Graph 12: consumers who view Western celebrities as a source of beauty influence, all vs Gen Z, 2023
- Gen Zers watch most of their beauty content on YouTube
  - Graph 13: platforms on which consumers spend six hours or more engaging with beauty content daily, 2023
- Detailed tutorials will guide Gen Zers, making them avid makeup users in the future
- Makeup brands are spreading positive messages and advocating for their consumers
- Tap into the local community to maximise reach on TikTok

## MILLENNIALS

- Who are Millennial consumers?
- Millennials are makeup savvy
  - Graph 14: makeup usage behaviours, 2023
- Beauty is a fun activity for Millennials
  - Graph 15: beauty activity, 2023
- Millennials' online shopping platform usage stands out

- Graph 16: beauty content consumption, by platform, 2023
- Local influence is still strong among Millennials
  - Graph 17: beauty influence, 2023
- Millennials want to be involved with brands
  - Graph 18: online beauty activities, 2023
- Pivot selling strategies in response to increased CAC
- Bring influencer curation strategies into retail
- Build a sense of community by celebrating influencer autonomy

## GEN X

- Getting to know Gen X
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- Gen Xers prefer informative and easy-to-digest communication styles
  - Graph 19: type of beauty content consumed, 2023
- Facebook and YouTube are the key platforms for Gen X
  - Graph 20: online platform usage for beauty content, 2023
- Makeup campaigns spotlight beautiful older women
- Work with and proudly display wrinkles and sagging skin
- Team up with influencers who champion positive ageing
- Gen X, less into makeup, leans towards skincare-infused products
  - Graph 21: colour cosmetics purchase decision factors, 2023
- Incorporate and highlight skincare features in colour cosmetic NPD targeting Gen X
- Add skin-enhancing benefits to SPF primers
- Add glow with tinted sunscreen
- Call out skin-boosting ingredients in lightweight formulas
- Skincare ingredients make greater inroads

## APPENDIX

- Consumer research methodology
- Repertoire analysis
- Generations
- Abbreviations

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